



Education Work Group Report September 22, 2014

TO: Jon Laria, Chair, MD Sustainable Growth Commission

FROM: Calvin Ball, Chair, Education Workgroup

SUBJECT: Progress Report

DATE: September 22, 2014

The Education Workgroup is working on several projects with the assistance of MDP including the Sustainable Growth Challenge, development of a Realtors course and our marketing efforts. Below is our progress.

Sustainable Growth Challenge

After renewed outreach efforts, we have nine classes registered for the Fall 2014 Challenge.

This includes Morgan State University with 4, University of MD College Park with 2, and one each from Baltimore County Community College, Johns Hopkins University, and Towson University.

Our next steps include: follow-up communication with the registrants; identify and assess class needs including whether they require workgroup or speakers to briefly explain the program and answer any questions; set the submission deadlines; recruit jury panelists and select the date and location for student presentations to the jury.

Collaboration with Realtors to Promote Smart Growth

Our realtor member, Jim Hyatt, is still working to coordinate a meeting with MDP staff, including Mike Paone, and HCAR representatives to review the Realtor Course/SG outline.

Planning Commissioner Training

MDP has made progress in updating its Planning Commissioner Training Course. This summer, trainings were offered to attendees at the MML and MACO conferences and the training will be offered at this fall's Maryland Planning Commissioners Association (MPCA). The training has been reorganized into more distinct modules, updated with recent planning related legislation and enhanced with more graphics.

Social Media & Marketing

Two Education Work Group members, Christine Shenot and Bryce Turner, met with MDP Communications Director Val Berton in mid-July to strategize on ways to heighten the Sustainable Growth Commission's social media profile. Joined by BCT Architects' own social media team at the firm's offices in Baltimore, they discussed a variety of upcoming opportunities to spotlight Commission-related events and news with weekly Tweets and LinkedIn posts.

Since that meeting, the Commission's Twitter [account](#) has become much more dynamic, with Tweets highlighting everything from the Commission's July meeting in Easton and Chairman Jon Laria's remarks on the Infill, Redevelopment and Revitalization initiative at MACO's summer conference, to the state's call for applications for the third annual Maryland Sustainable Growth Award and the second annual Smart Growth Challenge collegiate competition. The IRR initiative has been highlighted for discussion on the Commission's LinkedIn Group profile – Sustainable Growth Maryland – as well.

The goal is to continue building the Commission's social media presence and activity by highlighting its own meetings and initiatives and with related national news and trends. Bryce, Christine, and Val encourage Commission members to share their own ideas and/or news related to sustainable growth development projects, initiatives and success stories that could be shared on social media.